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INSHAPE INDIANA LAUNCHES CULTURAL DIVERSITY SITE

INDIANAPOLIS – To address the special health needs of African Americans, Hispanics/Latinos, and other members of minority populations in the state, INShape Indiana has launched a new, “Cultural Diversity” section of the Web site at www.INShape.IN.gov.

The Cultural Diversity section will provide information and links to services and programs related to nutrition, physical activity, and quitting smoking that target the specific needs of Indiana’s minority populations. Health officials say that there is a much higher prevalence of health problems like diabetes, high blood pressure, heart disease, stroke, and cancer among Indiana’s minority populations.

“Poor nutrition, lack of activity, and tobacco use greatly increase an individual’s risk of developing very serious health problems,” said State Health Commissioner Judith A. Monroe, M.D. “The goal for launching the Cultural Diversity section of INShape Indiana is to help ensure that all Hoosiers have access to the information and services they need to help them to maintain a healthy diet and an active lifestyle, while staying away from tobacco.”

Currently included in the Cultural Diversity section of the INShape Indiana Web site is a page targeted towards African Americans, and a page written in Spanish for Hispanics/Latinos. Each page contains information on nutrition, physical activity, and quitting smoking that is written specifically for that audience.

“We recognize, of course, that there are many more minority populations in our diverse state,” said Dr. Monroe. “What we have launched today is just the beginning of what we hope to be a site that will be inclusive of all Hoosiers.”

State health officials are inviting Hoosiers to provide feedback and submit content for the Cultural Diversity site by clicking on the link on the site’s homepage at: www.INShape.IN.gov/minority or by calling 1-800-433-0746.

“Like with the rest of INShape Indiana’s Web site, we want individuals who visit the Cultural Diversity section to have a sense of ownership of the site and to be a part of its success,” said Dr. Monroe. “We want people to share with us any ideas they have on how we continue to develop this site and better help our minority populations to adopt healthier behaviors and lead longer, happier lives.”

The Cultural Diversity section was developed with assistance from the Indiana Latino Institute, IU Family Practice, Indiana and Referral Network, Indiana Minority Health Coalition, the Family and Social Services Administration, and the Office of Minority Health at the Indiana State Department of Health.